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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/089,400	08/12/2002	Kunio Kawaguchi	450101-03365	4955
20/999 7590 09/08/2008 FROMMER LAWRENCE & HAUG 745 FIFTH AVENUE- 10TH FL. NEW YORK, NY 10151				
EXAMINER				
HAMZA, FARUK				
ART UNIT		PAPER NUMBER		
2155				
MAIL DATE		DELIVERY MODE		
09/08/2008		PAPER		

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

### Office Action Summary

**Application No.**

10/089,400

**Applicant(s)**

KAWAGUCHI ET AL.

**Examiner**

FARUK HAMZA

**Art Unit**

2155

**Period for Reply** -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 22 April 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-5 and 14-19 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-5 and 14-19 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-856)
- Paper No(s)/Mail Date \_\_\_\_\_

- 4) ☐ Interview Summary (PTO-413)
- Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

### **DETAILED ACTION**

1. This action is responsive to the RCE filed on April 22, 2008. Claims 1-5 and 17-19 have been amended. Claims 6-13 have been canceled. Claims 1-5 and 14-19 are pending.

#### ***Specification***

2. The specification is objected to as failing to provide proper antecedent basis for the claimed subject matter. See 37 CFR 1.75(d)(1) and MPEP § 608.01(o). Correction of the following is required: The claim limitation "computer-readable medium" requires proper antecedent basis in the specification.

#### ***Claim Rejections - 35 USC § 102***

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. Claim 1-5 and 14-19 are rejected under 35 U.S.C. 102(e) as being anticipated by the U. S. Patent No. 7,039,599, issued to Merriman et al., hereinafter Merriman.

Regarding claim 1, Merriman teaches an information picture utilization apparatus comprising:

a client apparatus for sending notification regarding recording of an information picture (4:14-30 - feedback loop 23 (Fig.1) provides notification of recording of information picture (Fig. 2, step 36)); and

a server apparatus for receiving the notification regarding the recording of the information picture (4:66-67 and 5:1-6 - advertisement and predictive model servers),

wherein the client apparatus sends information for specifying the information picture by utilizing picture information and related information (4:31-43 - feedback information),

wherein the information for specifying the information picture causes a predetermined operation to be processed as a single unit when an operation command is given independent of a period of time (4:44-49 - automatic update of ad delivery monitoring database).

Regarding claim 2, Merriman teaches the information picture utilization apparatus as set forth in claim 1, wherein said information picture includes time limit information in said related information; and said client inhibits execution of the notification to the server by interpreting said time limit information (4:49-53 - execution is limited by time period).

Regarding claim 3, Merriman teaches the information picture utilization apparatus as set forth in claim 1, wherein said information picture includes time

limit information in said related information; and said client inhibits execution of a predetermined operation by interpreting said time limit information (4:49-53).

Regarding claim 4, Merriman teaches the information picture utilization apparatus as set forth in claim 1, wherein said client inhibits execution of the notification to the server on the basis of operation history based on the information picture (4:49-53).

Regarding claim 5, Merriman teaches an information picture utilization apparatus comprising:

a client apparatus for sending a notification regarding recording of an information picture (4:14-30 - feedback loop 23 (Fig.1) provides notification of recording of information picture (Fig. 2, step 36)); and

a server apparatus for receiving the notification regarding the recording of the information picture (4:66-67 and 5:1-6 - advertisement and predictive model servers),

wherein the information picture is sent and recorded into said server apparatus by utilizing picture information and related information (4:31-43 - feedback information), and

wherein the utilization of the picture information and the related information causes a predetermined operation to be processed as a single unit when an operation command is given independent of a period of time (4:44-49 - automatic update of ad delivery monitoring database).

Regarding claim 14, Merriman teaches an information picture management apparatus for carrying out management of an information picture in which picture information and related information for prescribing at least peculiar processing are caused to be one handling unit, which is delivered to an information terminal connected through network, wherein said information picture management apparatus comprises: a registration information recording unit for recording registration information relating to information picture delivered to the information terminal and registered (4:31-43 and Fig. 1, database 20 is recording registration information relating to information picture - banner ads served); an updating permission/negation unit for determining permission/negation of updating with respect to information picture caused to undergo management by the registration information in accordance with updating condition set in advance (4:44-53 - pre-sets on direct advertising campaigns that are set in advance); and an information picture updating unit for updating processing with respect to information picture determined to be permitted by the updating permission/negation section (4:49-53 - banner serving criteria).

Regarding claim 15, Merriman teaches the information picture management apparatus as set forth in claim 14, wherein information pictures within the range from the number where at least one of registration and updating of the information picture is approximately a time up to a predetermined number should be updated as the updating condition (5:14-27).

Regarding claim 16, Merriman teaches the information picture management apparatus as set forth in claim 15, wherein predetermined numbers are set with respect to respective ones of plural information terminals, and are changed in accordance with change instructions from the information terminals (5:14-27).

Claims 17-19 are rejected in view of the above rejection of claims 14-16. Claims 17-19 are essentially the same as claims 14-16, respectively, except that they set forth the invention as a computer program product rather than an apparatus, as do claims 14-16.

4. **Examiner's Note:** Examiner has cited particular columns and line numbers in the references as applied to the claims above for the convenience of the applicant. Although the specified citations are representative of the teachings of the art and are applied to the specific limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested from the applicant in preparing responses, to fully consider the references in its entirety as potentially teaching of all or part of the claimed invention, as well as the context.

#### ***Response to Arguments***

5. Applicant's arguments with respect priority date have been considered but are moot in view of the new ground(s) of rejection.

#### ***Conclusion***

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Faruk Hamza whose telephone number is 571-272-7969. The examiner can normally be reached on Monday through Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Saleh Najjar can be reached at 571-272-4006. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 886-217-9197 (toll –free).

Faruk Hamza  
Patent Examiner  
Group Art Unite 2155

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Supervisory Patent Examiner, Art Unit 2155



**Application Number****Application/Control No.**

10/089,400

**Examiner**

FARUK HAMZA

**Applicant(s)/Patent under  
Reexamination**

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